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DFI Celebrates Financial Literacy Month with Education ***Two 'Invest Yourself!' Events Planned, Teacher Resources Available***

FRANKFORT, Ky. – (March 30, 2012) –The Department of Financial Institutions (DFI) is celebrating Financial Literacy Month this April with programs to help Kentucky students become money savvy.

DFI is kicking off the month-long campaign with two "Invest Yourself!" programs for high school students. The first will be April 2 at Northern Kentucky University, with students from Walton-Verona and Pendleton high schools. The second will be April 3 at Bellarmine University with students from Presentation Academy. These all-day programs show students the value of setting goals, planning ahead and investing in their future – including a review of different investment products and activities that demonstrate how the markets work. Both events are part of a series co-sponsored by DFI and the Kentucky Council on Economic Education (KCEE), and are funded by a grant from the Investor Protection Trust.

"Most of today's youth will be financing the bulk of their own retirement through 401(k)s, IRAs or other investment vehicles," said DFI Securities Division Director Shonita Bossier. "It's important that we give students investment skills and knowledge while they're young so they can take advantage of compound interest and the time-value of money."

Not only in April, but throughout the year, DFI offers curriculum materials on credit and investing for middle and high school teachers and offers classroom speakers on request. To find out more, visit <http://kfi.ky.gov/public/Pages/teacher.aspx>.

Gov. Steve Beshear proclaimed April 2012 to be Financial Literacy Month at the request of the Kentucky Jump\$tart Coalition for Personal Financial Literacy®, in which DFI and KCEE are partners. For more information, visit www.kyjumpstart.org.

DFI has information, brochures, links and games to help consumers be savvy investors at <http://kfi.ky.gov/public/Pages/invest.aspx>. Before investing, check out the product and the person selling it by contacting DFI's Securities Division at 800-223-2579.

DFI, which traces its origin to the Banking Act of 1912, is an agency in the Public Protection Cabinet. For 100 years it has supervised the financial services industry by examining, chartering, licensing and registering various financial institutions, securities firms and professionals operating in Kentucky. DFI's mission is to serve Kentucky residents and protect their financial interests by maintaining a stable financial industry, continuing effective and efficient regulatory oversight, promoting consumer confidence, and encouraging economic opportunities.

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